

<i>SERFF Tracking Number:</i>	<i>GEFA-127614376</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Continental Insurance Company</i>	<i>State Tracking Number:</i>	<i>49727</i>
<i>Company Tracking Number:</i>	<i>CLI0880</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Health products</i>		
<i>Project Name/Number:</i>	<i>Transition Notice/CLI0880</i>		

Filing at a Glance

Company: American Continental Insurance Company

Product Name: Health products

SERFF Tr Num: GEFA-127614376 State: Arkansas

TOI: MS08I Individual Medicare Supplement -
Standard Plans 2010

SERFF Status: Closed-Filed-
Closed

State Tr Num: 49727

Sub-TOI: MS08I.012 Multi-Plan 2010

Co Tr Num: CLI0880

State Status: Filed-Closed

Filing Type: Advertisement

Author: Mary Ann Pyle

Reviewer(s): Stephanie Fowler

Date Submitted: 09/07/2011

Disposition Date: 09/27/2011

Disposition Status: Filed-Closed

Implementation Date Requested: 10/01/2011

Implementation Date:

State Filing Description:

General Information

Project Name: Transition Notice

Status of Filing in Domicile: Not Filed

Project Number: CLI0880

Date Approved in Domicile:

Requested Filing Mode: Informational

Domicile Status Comments: This piece has been discussed with the Tennessee Dept of Insurance and was determined that it needed to be provided to the Department for informational purposes only.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 09/27/2011

State Status Changed: 09/27/2011

Deemer Date:

Created By: Mary Ann Pyle

Submitted By: Mary Ann Pyle

Corresponding Filing Tracking Number:

Filing Description:

On or about October 1, 2011, American Continental Insurance Company (ACI) will be acquired by Aetna. It is our intention to continue use of existing advertising materials currently indicating that ACI is a Genworth Financial Company until new advertising materials indicating that ACI is now an Aetna company are produced. In order to do so, we have created the attached notice which will be included with our advertising brochure informing clients that ACI is now an Aetna company.

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 Company Tracking Number: CLI0880
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010
 Standard Plans 2010
 Product Name: Health products
 Project Name/Number: Transition Notice/CLI0880

The attached notice is being provided to the Department for informational purposes only. We have discussed use of this notice with the Tennessee Department of Insurance (our state of domicile). The Department has determined that this notice needs to be provided to them for informational purposes only as we were making no other changes to the advertising materials at this time.

Once we have made the necessary revisions reflecting Aetna as our new parent company, we will refile the advertising materials with the Department.

Company and Contact

Filing Contact Information

Mary Ann Pyle, Compliance Analyst mary.pyle@genworth.com
 101 Continental Way 615-370-9044 [Phone] 7652 [Ext]
 Brentwood, TN 37207 615-373-0272 [FAX]

Filing Company Information

American Continental Insurance Company CoCode: 12321 State of Domicile: Tennessee
 101 Continental Place Group Code: 4011 Company Type: Life and Health
 Brentwood, TN 37027 Group Name: State ID Number:
 (615) 377-1300 ext. [Phone] FEIN Number: 20-2901054

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Continental Insurance Company	\$50.00	09/07/2011	51300064

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/27/2011	09/27/2011

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Disposition

Disposition Date: 09/27/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Notice	Filed-Closed	Yes

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Form Schedule

Lead Form Number: CLI0880

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 09/27/2011	CLI0880	Other	Notice	Initial			CLI0880.pdf



American Continental Insurance Company
Continental Life Insurance Company
of Brentwood, Tennessee

101 Continental Place
Brentwood, TN 37027
800 264.4000
615 377.1300
cont-life.com

EFFECTIVE: [October 1, 2011]
TO: Customers and Agents
FROM: Michael Atchison, Senior Vice President, Sales
SUBJECT: Aetna Acquisition

We appreciate the trust and interest that you have placed in us for your/your clients' insurance needs. As a valued supporter, we want to always keep you updated not only about your policy(ies) and our insurance products*, but our company as well.

On [October 1, 2011], American Continental Insurance Company (ACI) and Continental Life Insurance Company of Brentwood, Tennessee (CLI) were acquired by Aetna, one of the nation's leading diversified health care benefits companies with over 150 years of service.

Aetna serves approximately 36.5 million people with information and resources to help them make better informed decisions about their health care. For more information, see www.aetna.com.

We are proud that Aetna has recognized our accomplishments and strength in the marketplace, and hope this gives you even more confidence in the company that you have chosen (or are choosing) to do business with. We will continue to provide the first class customer service and quality products you have come to expect from us for the past 25+ years. Be assured that all of the "specialties" remain that makes us easy to do business with:

- The same great associates that you have gotten to know over the years.
- The phone is still "personally" answered every time you call.
- We can be reached by the same phone numbers.
- And, we're still located and headquartered in the Nashville, Tennessee area.

Our commitment is to keep building on our foundation and be the best possible. As we do that, you will notice a few changes in the way we look. For example, we are updating our sales support materials, website, stationery, and communications to include the Aetna brand. We will continue to combine our best attributes with those of Aetna to make it even easier for you to do business with us.

Thank you for your support and we look forward to sharing this new chapter of our journey with you. If we can help you in any way, our dedicated associates are here to do just that. Feel free to call 800 264.4000 and we will be happy to assist.

*Underwritten by American Continental Insurance Company (ACI) and Continental Life Insurance Company of Brentwood, Tennessee (CLI).
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